

<b>Notice of References Cited</b>	Application/Control No. 09/976,742	Applicant(s)/Patent Under Reexamination CHANDLER-PEPELNJAK ET AL.	
	Examiner John Van Bramer	Art Unit 3622	Page 1 of 1

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
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	M	US-			

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**NON-PATENT DOCUMENTS**

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	U	Hugh M. Cannon, Addressing New Media with Conventional Media Planning, Spring 2001, Journal of Interactive Advertising, Vol 1, Number 2
	V	Leckenby, Hong, Using Reach/Frequency for Web Media Planning, 1998, Journal of Advertising Research
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\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.